# Sofology ‘Talk Tracks’

## Sofashield Reloaded

RESHAPING THE
Sofology Experience

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**Please make a copy of this deck and amend how you see fit to engage your team.**

**Good Luck!**

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# Welcome to Your Sofashield Reloaded Managers Launch pack

Inside this pack you will find find:

1. Regional Best Practise launch ideas
2. Lasting Love Leaflet sign off sheet
3. 4 C’s Ipad insert slide (to be printed & laminated)
4. Talk track & care slides, ideas and talking points
5. Sofashield Good, Nice & Need to know slides
6. Sofashield inclusions, exclusions & limitations
7. Frequently asked questions asked within coaching sessions
8. Pop Quiz
9. Timeline of roll out

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# Lasting Love Leaflets

We have made the decision that all lasting love leaflets will now be removed from our customer journey.

To support our ESG strategy this information inside will be transferred to customers Mysofology account along with personalised and product specific videos helping them understand how to care for their sofa for years to come.

Please ensure all brochures are removed from stores.

NB - you may want to keep one or two as training materials to be used with new Sofologists.

[STORE MANAGERS CLICK HERE TO SIGN OFF THAT LASTING LOVE BROCHURES HAVE BEEN REMOVED FROM STORES]

# Frequently Asked Questions ...

Your launch parties will undoubtedly drive questions that we may not have covered or have the answers to.

Please document any questions using the below Google Sheet and we will endeavour to come back with answers as soon as possible.

CLICK HERE TO LOG A QUESTION

# Frequently asked Questions ...

**Question 1 - Does Sofashield now offer unlimited repairs?**

Answer - Yes. Sofashield offers unlimited repairs. (NOT unlimited replacements)

**Question 2 - What happens when a customer need their sofa replacing due to damage?**

Answer - The policy will come to an end & Sofashield would have to be purchased again for their new product..

**Question 3 - Does Sofashield cover Clearance?**

Answer - Yes Sofashield covers Clearance but NOT Re-Home me.

**Question 4 - Does  Sofashield use Homeserve to service customers?**

Answer - No. Castalan have their own fleet of specialists.

**Question 5 - What happens if customers have paid for Sofashield but not had delivery before the 28th March?**

Answer - The customer will be subject to the old T&C’s of Sofashield. Anyone adding Sofashield or re-selecting an order after the 28th will be subject to the new T&C’s of Sofashield.

**Question 6 - What does it refer to by ‘breakage of glass components’ within the inclusions?**

Answer - This addition has been added to future proof the product against potential new models and finishes, e,g - glass console top.

# Sharing great ideas!

## Launch suggestions from the North

**Great to KNOW**

- Talk openly with customer, steer from the customer not the colleague
- Brainstorm natural segways
- Colleagues are influencers
- Do not over complicate, keep it simple and educate customers
- Free flowing and creative!

- Bond the team back together with a team meeting / breakfast over a couple of hours
- SM excitement visible to the teams
- Change of product, how good it looks!
- Teams to drive this significant step change
- Game show theme
- You said, we did….
- 2 way approach required
- Team to give their wish list of what they would want SS to look like, reveal the changes which covers 90%, SM to then sell the remaining 10%
- Rip us the script and guess how many words now reduced to?
- Understand why the changes have been made

Sharing great ideas!

Overlap from one region to the next as similar approaches identified

# Launch suggestions from North Central

Great to KNOW

Similar concepts from the North, additions on top included:

- ➔ What would the team want from Sofashiled?  Many of the wants can be ticked off here
- ➔ Team to practice care advice of their sofa at home to build confidence
- ➔ Has to include ‘You said, we did concept’
- ➔ Energisers throughout the day to allow the team to bond again

# Sharing great ideas!

## Launch suggestions from South Central

Great to KNOW

Similar concepts from the North, additions on top included:

- ➔ What do teams want and not want from Sofashield?
- ➔ Shout about the benefits
- ➔ Remove any concerns, nothing to panic about!
- ➔ Check understanding, link to game & role play with prizes
- ➔ Smash away any objections or negatives exercise

# Sharing great ideas!

## Launch suggestions from South East

Great to KNOW

Similar concepts from the North, additions on top included:

- ➔ Focus on interactive sessions
- ➔ Behaviours are crucial
- ➔ Quizzes
- ➔ Coffee club with discussion points to debate
- ➔ Round Robin

# Sharing great ideas!

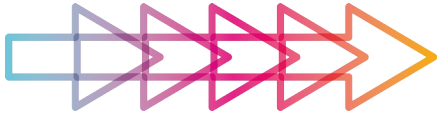
## Launch suggestions from South West

Great to KNOW

Similar concepts from the North, additions on top included:

- ➔ Overview  launch of changes remotely, team to digest and assigned various activities
- ➔ Practice at home
- ➔ Gain an individual commitment from colleagues
- ➔ Back in store to play out the activities together
- ➔ P4P care videos and prizes awarded
- ➔ Oops moments on SW workplace
- ➔ Role play the ‘worst scenario’ of damage and how to respond
- ➔ Slough’s ‘Got talent’ concept

# A little context always helps ...



RESHAPING THE
Sofology Experience

**Pens & Paper at the ready .... pop quiz at the very end!**

RESHAPING THE
Sofology Experience

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# Let’s set the scene ...

What’s the usual thing you expect to be asked at the counter of a shoe shop?

Through deep exploration and passionate demonstration during the ‘Create’ Stage of the Sofology Experience, at this stage a Sofologist will now have a clear understanding of **ALL** products and that are relevant to the specific customer.

Continuing into the ‘Care’ section of The Sofology Experience. The following stage will **NOT** be about introducing new products in the current and predictable style we often see within sales environments, but passionately confirming previous conversations and important information to help the customer maintain their sofa for years to come.

RESHAPING THE
Sofology Experience

# Let’s take a minute to consider … ?

**Would you buy:**

A car before deciding if you wanted sat nav or bluetooth in it?

A phone before deciding how much memory or what type of camera you want on it?

A house before deciding how many bedrooms and bathrooms you would like inside it?

**No?**

Every customer & colleague are completely different so why would we continue to:

1. Treat them the same way

2. Expect them to buy a sofa before they had decided on everything else?

# The old Sofology Care ~~script~~

# The old Sofology Care ~~script~~

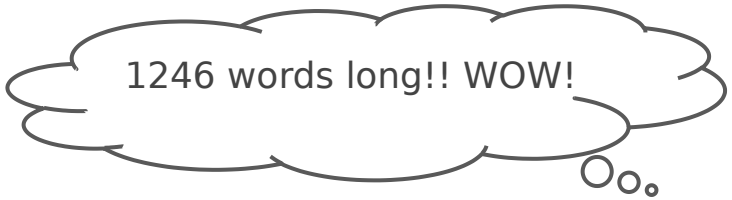
Compliment customer on the sofa they've chosen and confirm why it's right for them.

As I mentioned before your Sofology sofa comes with standard delivery included

Ok, so there's a few things I'd like to go through with you to make sure that you get the best out of your new sofa. If you're like most people, you'll be coming home to this one for the next 7 to 10yrs, so we want it to stay looking good for as long as possible.
"Firstly,…The great news is that your sofa comes with our 20 year structural guarantee. It covers all the structural parts, so the entire frame and spring system. You also get a 2 year manufacturing defect guarantee on the mechanisms, fillings and stitching.
I would like to draw your attention to this lasting love brochure that you can take away with you today. This is great as it will remind you on all those little things to get the most out of your sofa. In particular I would like to run you through some golden rules:

(reference the following points from the lasting love brochure but DON'T tick off until summarising later)

- Rotate seating positions
- Firmer when new
- Direct sunlight
- Dye Transfer
- Arms are for arms
- Vacuuming - Include early mention of Sofaglide. "By the way when it comes to vacuuming underneath we have something really cool to help. I'll tell you about it later."
- 20 year structural guarantee
- Any spills should be blotted up immediately, dabbed not ever rubbed
- Plumping
- Only use approved cleaning products




I have to say, I absolutely love natural leather. Have you had leather before? Ok, well let me explain a little bit about Sofology leather, because unlike others who use PVC or plastic on their sofas, Sofology only use the real thing. What that means is that you need to know that it's just as porous and as easy to stain as fabric. Did you know that? The most common thing we hear from people is that they think it's waterproof like plastic. It's definitely not.
We tend to find that everyone is eating and drinking almost every night on their sofa, we certainly do, do you? …and I bet you've got a few of those little marks that are really annoying, that you always see out of the corner of your eye haven't you?
Well, we really need you to take extra care on your new one when you're eating or drinking. That glass of wine spilling or the pepperoni on your pizza slipping on to the leather will make a permanent mess. If you do curry, it's a nightmare. (OR USE LIFESTYLE GATHERED AND MAKE REFERENCE TO MAGIC 6 TO MAKE SPECIFIC TO CUSTOMER)

The great news is, because it's inevitable that you're going to spill something at least a few times a year, we've now got the answer for that. Sofashield means a specialist will come out to your home and remove any of those little marks for you. It's fantastic and it's there because we know that those little marks are what makes people fall out of love with their new sofa. It's only £39 a seat, so only £xxx for your combination and it works for a full 5 years and they'll keep coming out whenever you need them up to the full value of the furniture. Shall I pop that on your order for you?

IF yes - Confirmatory sealer - The great news is not only will it cover you for the spills and marks, you also have piece of mind for other stuff like rips, tears and scratches…
If no - Objection handle once or twice but no more.

IF RECLINERS - FOLLOW ON WITH:
As I have already mentioned, your sofa comes with a 2 year manufacturers defect guarantee on the recliner mechanisms. The great news is that we now offer our fantastic Sofashield Technical. For a one off payment of £30 per seat (add in total cost of combination) you can take advantage of a further 3 years of breakdown cover on the reclining mechanisms. This includes the recliners and the electric headrests. How great is that!!
This would mean that any defects on your recliners will be fully covered for the next 5 years. (if more than two seats) - The even better news is that we cap the £30 cost per seat at 2 seats, so for your combination of a 3 seater and two seater, this would only be £60. Would you like this adding to give you the extra peace of mind?

It's also really important that you clean and maintain your sofa with one of OUR professional Care Kits that is specifically designed for this LEATHER. You'll need to use the kits at least twice a year (when the clocks go forward and back is a handy reminder) and use it mainly on the arms and backs because this is where you'll get a build up of the natural oils from your hands and head which can lead to discolouration over time. In the kit you'll ALSO find a wide range of products designed to help you keep your sofa looking in showroom standard. The kits are only £39 - we've got them in stock so you can take one with you today, or you can take advantage of a great offer we've actually got on at the minute where you can get 2 for £60

Our delivery and installation service is only £15 per seat, so on the day of delivery just tell the team where you want your furniture, they will assemble it, inspect it AND take away all of the packaging for you so that you are left with ….
(E.G- your 3 seater and 2 seater in *** colour*** give specifics of sofa here - p/b or f/b dark feet light feet etc & footstool, with the SofaShield - you will get your confirmation certificate sent to your email address and the CareKits that we've spoken about to take away today, the total comes to £xxx -

Oh I almost forgot, remember before when we were talking about vacuuming and I said we have something really cool to help well we do and it's called Sofaglide. Sofas are the focus point of most peoples rooms nowadays and they're getting bigger. Moving them can be difficult and almost impossible on your own. Well SofaGlide changes all that, it allows you to effortlessly slide your furniture whenever you want to and it also protects your floor too. Rather than try and explain it all let's go and have a look at it in action……
Shall I add the Sofaglides to your order?

N.B If customer confirms they wish to take advantage of Sofashield then proceed to next section getting them to read IPID (Insurance Product Information Document) and then tick 5 boxes sign and date on the IID (Important Information Document)

I have here our Lasting Love brochure that covers off everything i've discussed with you. I will tick all the boxes that are relevant to YOUR sofa, as it will come in really useful for you when it comes to getting the very best out of your new furniture. You'll notice here on the rear page reference to YOUR MySofology account. Here you can view your order, pay your balance and also book your delivery. Let's just activate your account now.
Continue on to present, explain and confirm payment options ensuring the maximisation of the finance waterfall.

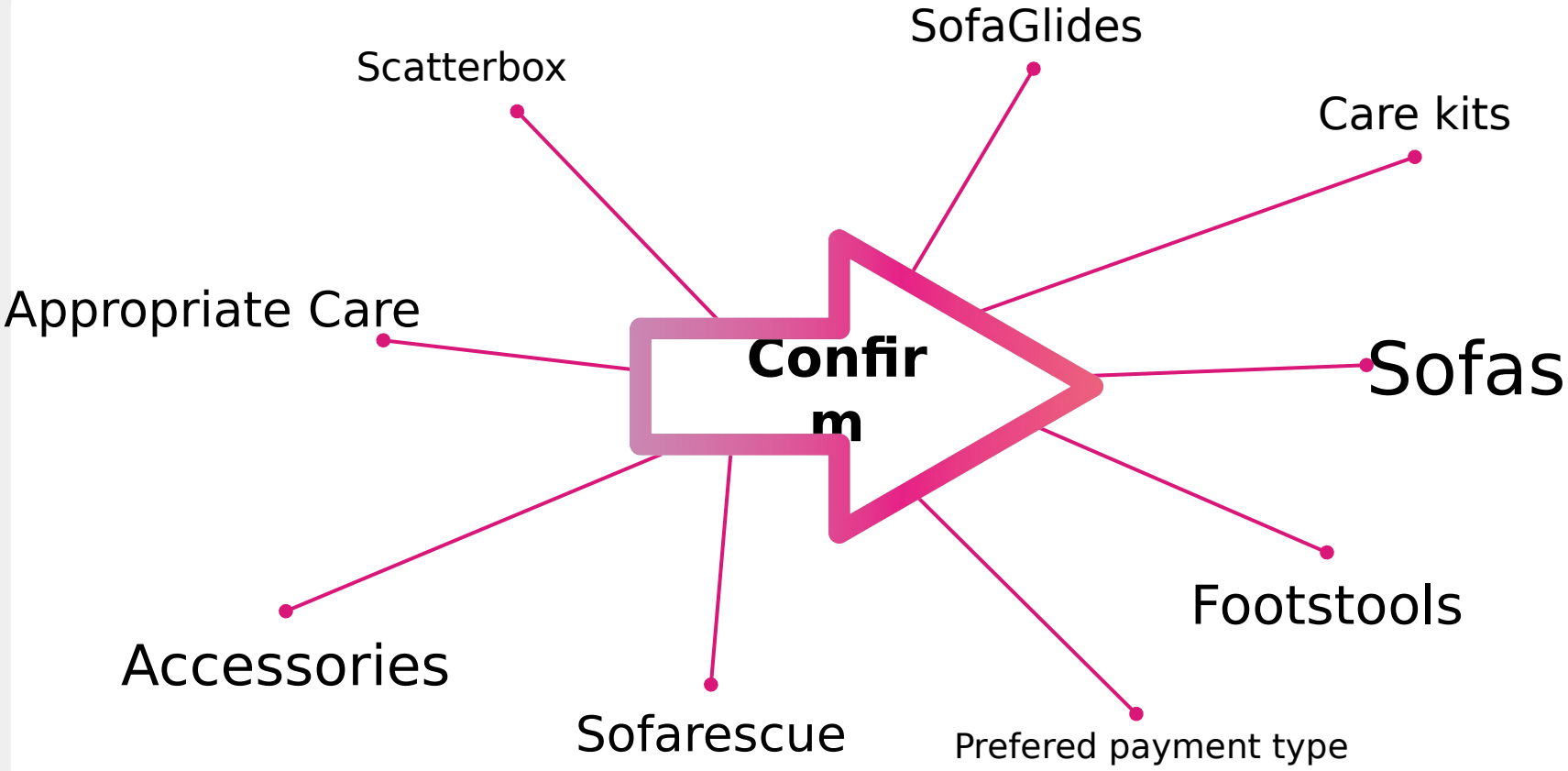
# Sofologist ~~scripts~~ ‘Talk Tracks’ …

***Why take on Exceptional people then restrict and stifle their personality?***

- Talk Tracks: -
  - A concept devised & introduced into sales processes to allow structure and framework within the objection handling stages of an agile environment or industry.

- Benefits: -
  - Allows for situational changes or circumstances that are driven from different customer wants and needs.
  - Empowers customer interaction
  - Entrusts & supports freedom and personality of the individual

- Examples:
  - Sofashield
    - if pitched in a monotone and static manor then it’s another ‘add on’ or ‘warranty’.
    - If tailored to the customers exact requirements then it becomes a useful commodity.




Sofologist will now have a clear understanding of **ALL** products that are relevant to the specific customer.

# Sofologist ~~scripts~~ ‘Talk Tracks’ …

**Care**

Scene setting

Delivering

Expecting

Cleaning

Protecting

Set the scene

1. Maintaining a sofa, listening to advice & asking questions throughout

Delivering your Sofology sofa

2. Booking your delivery
3. Clearabee, Sofa Delivery company, sofaglide installation & care kit fulfillment
4. Paint a picture of the customers new room

What to expect from your Sofology sofa

5. Characteristics expected
6. Firmness when new

Cleaning your Sofology sofa

7. Importance of vacuuming
8. Dressing & plumping (Show not tell)
9. What to do when you spill something

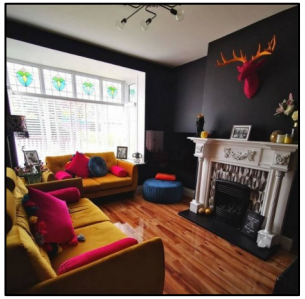
Your Sofology sofa

10. Your guarantee & Sofashield

# Sales is all about painting pictures!

This is what you've been working towards. It's time to place the customer inside their home and **paint a picture** of their dream sofa, accessories, cushions, flooring, tables, tv's, footstools, rugs, pictures, dogs, cats, children, friends and family all in one place.

Remember you only get one opportunity to do this so take your time, paint that picture and ensure your customers know just how important all of the products you have recommended truly are.



# Set The Scene ...

**Speak passionately and ensure your customer understands just how important the next few minutes are.**

- ➔ Discuss the importance of maintaining their furniture, listening to your advice & asking questions throughout.

*“Expert Advice”* *“7-10 years”* *“Show not tell”* *“Listening”* *“Conversation”* *“Showroom condition”* *“Questions”* *“Useful Information”*

# Delivering your Sofology sofa ...

**Place the new sofa in the customer's home, paint that picture!!**

- **Describe what will happen on the run up to delivery,**
  - **e,g how to book delivery using MySofology, text message update service and 4 hour delivery window.**
- **Confirm/question the use of the SofaRescue service with Clearabee, as well as ensuring the customer understands how to book their collection slot.**
- **What to expect when The Sofa Delivery Company drivers arrive including Sofaglide installation & care kit fulfillment.**
- **Compliment the customer to paint the picture.**

# What to expect from your Sofology sofa ...

**This section should help the customer understand what to expect from their sofa. It should be educational, passionately demonstrated & absolutely product specific.**

- ➔ Examples should include:
  - ◆ **A description of the specific characteristics of the leather and or fabric**
  - ◆ **The firmness of the seat in comparison to the showroom model**
  - ◆ **Other important product specific characteristics (see bespoke customer care advice videos)**

# Cleaning & maintaining your Sofology sofa ...

- **Examples should include:**
  - **Importance of vacuuming**
  - **Importance of dressing and plumping**
  - **Re cap of care kit usage**

*“Do you know that dust that settles on your floor & surfaces? That same dust settles on your sofa. When you vacuum your carpet, please vacuum your sofa”*

*“Flip and plump your cushions like this”*

*“Only use specialised and appropriate products to clean your furniture”*

*“We clean our sofas in store every 6 months and find the clocks changing is a great reminder”*

*“I know we talked about them earlier, did you decide whether you would you like 2 care kits or just the 1?”*

# Protecting your Sofology sofa ...

**This section should educate the customer by sharing best practices and top tips of how to get the best out of their new sofa, it should again be product specific and support the customer to maintain that ‘showroom’ look for years to come.**

- **Examples should include:**
  - **How sunlight can fade your leather/fabric**
  - **Demonstration of fire retardant coating (Professional clean only)**
  - **No washing machines!**
  - **Dangers of dye transfer**
  - **How to deal with spills ...**

sofashieldsegways ...

A strong sales pitch will always contain some key ingredients. Can you name some?

‘Speed & Pace’

‘Listening’

‘Timing’

‘Relating a problem to a solution’

‘Passionate description of the product’

‘None confusing language or jargon’

‘Using effective and relatable Features & Benefits’

# ‘SEEM LESS SEGWAYS’

# sofashield segways

As a team can you demonstrate your favourite segway when transitioning from talking about spills or a damaged sofa into a passionate demonstration of Sofashield.

Remember a talk track concept allows you the freedom to speak passionately and use your own examples. Nobodies is perfect, everyone's will be different but we're positive that someone in your team will have some great ideas!

An example could look like:

**"If you happen to have the same problem you had with your old sofa then I've got the perfect solution for you"**

**"Did I tell you about what happened to my sofa last year?"**

**"If you ever get a mark or a stain on your brand new sofa whatever you do, don't panic"**

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**FACT.** Sofashield now has more features & benefits than ever before!

**FACT.** Sofashield gives you more value for money than ever before!

**FACT.** Sofashield covers against **ALL** accidental damage … and now so much more!

# Sofashield

**Sofashield now covers against ALL accidental damage!**

To ensure Sofology are treating every customer fairly it's really important that you only give, where possible, bespoke and personalised examples of how Sofashield could benefit them.

Don't oversell! Share a maximum of 3 examples  with your customers and then allow them time to digest everything before you interject and handle objections that may never come.

We have created some great structure for you to follow ...

1. Only use live examples based on what you have found out through the 'Create' stage of the Sofology Experience, if you have explored the customers lifestyle then the seeds have already been sewn and the hard work has already been done.

2. Consider using the '**COW** theory' to help customers understand how Sofashield would benefit them, always try to use the:

   **C** ustomers
   **O** wn
   **W** ords

   E.g,  "Do you remember when we spoke about ... "

The all new Sofology **‘talk track’** truly empowers our colleagues to remove the shackles of scripts and utilise their own addictive personalities when passionately demonstrating Sofashield.

Remember, we all know about Sofashield but our customer don’t.

We have created a brand new, unique and simple way of ensuring customers are given all of the information they need whilst still retaining brand consistency and reducing future risk to the business.

# Protecting your Sofology sofa ...

**All Sofology sofas come with a 20 year structural guarantee, this means from day 1 all springs, frame, webbing and feet are all protected.**

**Within the first 2 years the seat interiors, stitching, (recliner mechanism) fabric/ leathers are also covered against manufacturer's defects.**

Great to KNOW

sofashield

**The cost is just 10% of the value of the furniture, capped at £250 per order**

- No monthly or annual subscription
- No call out fees, parts or labour costs

- → **5 years of protection against ALL accidental damage, including but not limited to:**
  - Rips, tears & burns
  - Stains & instant dye transfers (not just limited to clothing)
  - Damage to the structure & reclining mechanism including any associated components, handles, buttons, cables & media accessories
- → **Transit damage between future properties**
- → **Guaranteed home visit from a specialist**
- → Replacement of interiors with bad odours that are caused by the staining accident
- → **If a repair cannot be completed then a full replacement of your furniture (to the exact amount paid) will be offered. (No deductions from previous claims or age of furniture)**

# Nice to know ...

- **Your customer has said yes to Sofashield.** Brilliant, let's not confuse them or over sell the product - move immediately to the 'Need to know stage'.
- **Your customer has said no to Sofashield.** What a great opportunity to consider things from their perspective. Ask yourself are they saying no to the product or are they saying no they don't quite understand it?
- Use the below 'Nice to knows' to handle any questions or objections your customer may have:
  - Unlimited call outs for all accidents ...
  - No limit to sudden or unforeseen damage by pets or children ...
  - If an upholsterer is unable to remove/repair any mark, stain or damaged area then a full replacement of all related or components will be offered ...
  - Excessive loss of resilience to the cushion interior as a result of accidental damage...
  - The pieces you choose to protect are completely optional ...
  - Annual reminder of product coverage will be sent out ...
  - 28 days to claim from finding the problem ...

****Sofashield is a regulated product****

Sofology pledge to treat every customer fairly. As Sofashield is a regulated product it is vitally important that you cover the following pieces of information without fail or deviation. Transparency about the key facts will ultimately build trust as well as increase our customers understanding and confidence in the product.

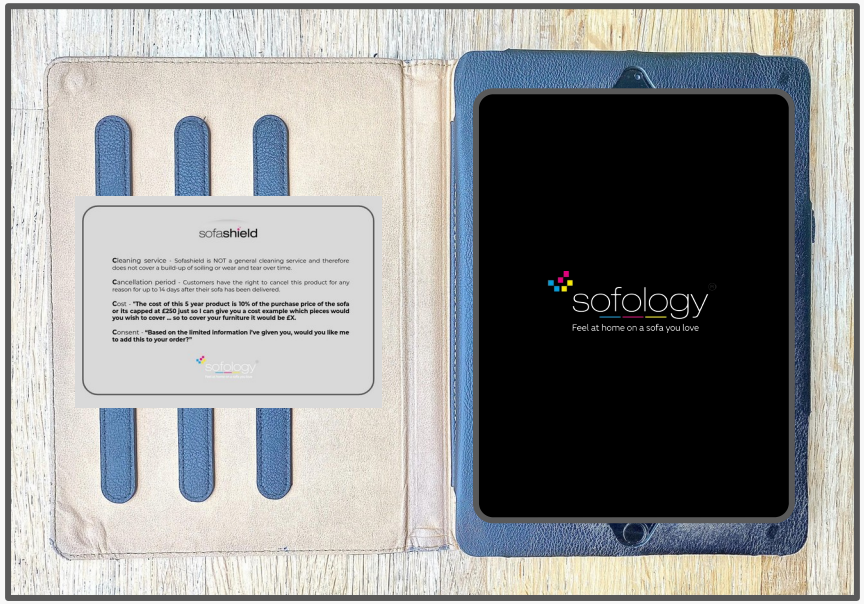
# NEED to know ...

## The 4 C's to a compliance PASS …

- ➔ **C**leaning service - Sofashield is NOT a general cleaning service and therefore does not cover a build-up of soiling or wear and tear over time.
- ➔ **C**ancellation period - Customers have the right to cancel this product for any reason for up to 14 days after their sofa has been delivered.
- ➔ **C**ost - **"The cost of this 5 year product is 10% of the purchase price of the sofa or its capped at £250 just so I can give you a cost example which pieces would you wish to cover … so to cover your furniture it would be £X.**
- ➔ **C**onsent - **"Based on the limited information I've given you, would you like me to add this to your order?"**

****N.B - Cost & Consent must be delivered verbatim**

**- Sofologists not delivering this will be subject to a compliance fail****




**PRINT OFF BELOW SLIDE, LAMINATE AND INSERT INSIDE IPAD COVER**

# NEED to know ...

**The 4 C's to compliance success …**

- ➔ All 4 sections will be presented within the Sofologist POS app. Each section **MUST** be presented to every customer who agrees to Sofashield with zero exemptions.
- ➔ Cleaning Service - may be delivered unscripted
- ➔ Cancellation Period - may be delivered unscripted
- ➔ Cost - **to be delivered word for word verbatim**
- ➔ Consent - **to be delivered word for word verbatim**

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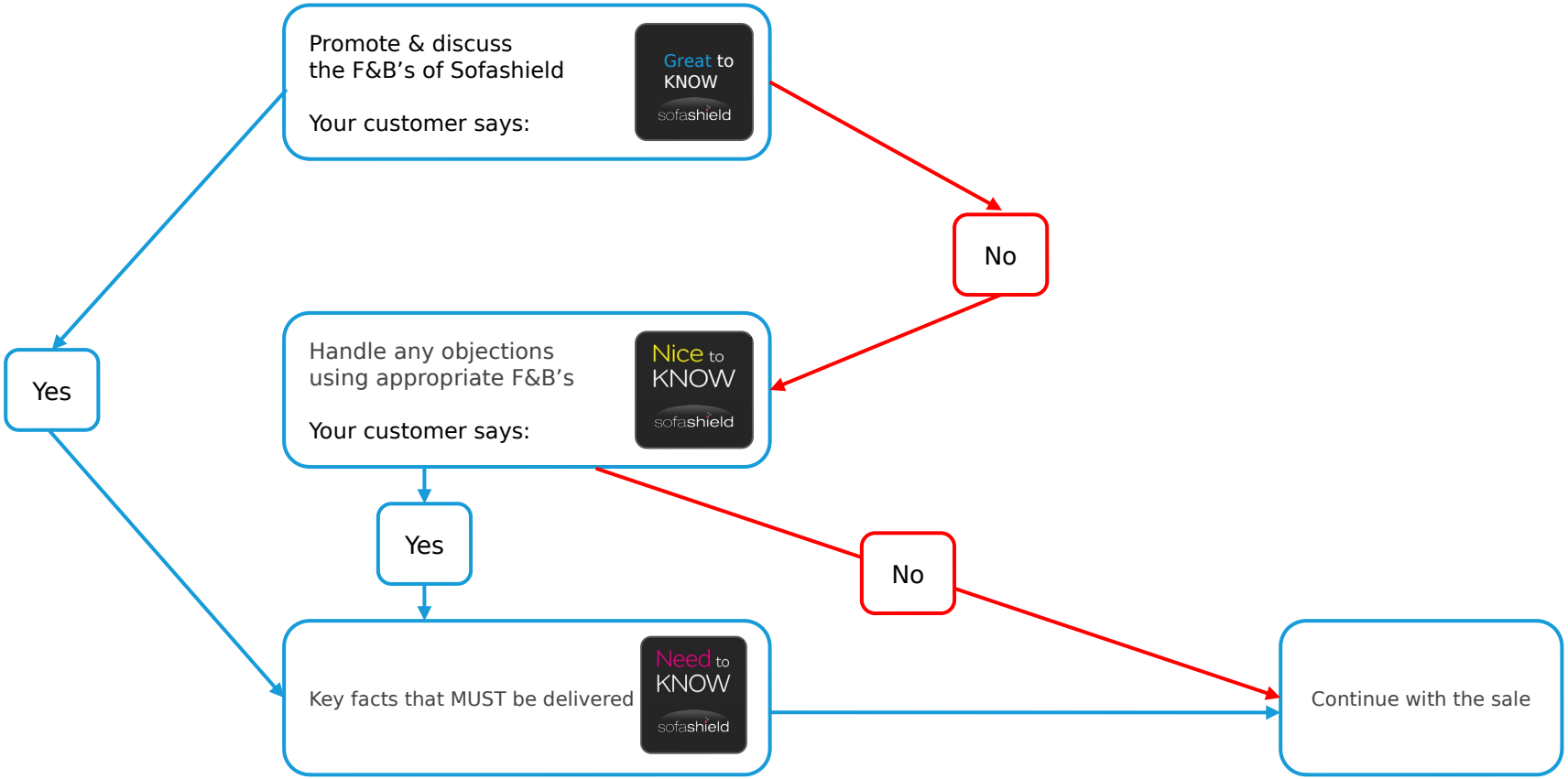
Feel at home on a sofa you love

# Sofashield


Promote & discuss
the F&B's of Sofashield
Your customer says:
Great to KNOW
sofashield
No
Yes
Handle any objections
using appropriate F&B's
Your customer says:
Nice to KNOW
sofashield
Yes
No
Key facts that MUST be delivered
Need to KNOW
sofashield
Continue with the sale

sofashield

Full telephone journey to be Repopulated post sign off

# Addition for telephone order only

Any customer placing an order over the phone must have the following read out in full as the customer will not be able to read the IPID.

**Third Party Explanation**

***"Just to confirm, are you over the age of 18? (unless already clarified on the call)***

***We offer this insurance on behalf of Castelan Limited who are the Insurance Intermediary, Administrator and Claims Handler of Sofashield. The insurer of this plan is Helevita. The full suite of Literature about this product is available in your Sofology account. The full terms and conditions of the plan will be sent to you within 21 days of delivery of your furniture. Important information about this insurance will be emailed to you immediately after the confirmation of this order for you to read."***

****N.B - Third party explanation must be delivered verbatim**

**- Sofologists not delivering this will be subject to a compliance fail****

## What is insured?

**Accidental staining and accidental damage provides cover for specific accidental events.**

**Accidental staining** from any substance including, but not limited to:

✔ Food ✔ Drinks ✔ Cosmetics ✔ Ink ✔ Paint

**Accidental damage** including, but not limited to:

✔ Rips ✔ Tears ✔ Burns ✔ Scratches ✔ Punctures ✔ Scuffs

✔ Dents ✔ Chips ✔ Heat ring(s)

✔ Breakage of glass components

✔ Breakage of frame components

This policy will also provide cover for defects or faults with your product, found after the manufacturer's or retailer's 2 year guarantee.

**Structural defects** including:

✔ Defects to fabric materials such as fraying

✔ Bending and breakage to metal components

✔ Excessive loss of resilience to cushion interiors

✔ Defects to mechanical, electric recliners and components

✔ Broken zips, castors, and buttons

✔ Separation of seams and stitching

✔ Lifting or peeling of leather and vinyl

✔ Electrical accessories; such as USB ports and fridges

The Frame construction and suspension (springs or webbing) have a 20 year manufacturer's or retailer's guarantee which exceeds the duration of this policy, and are therefore not covered by this policy.

Valid claims will be settled by cleaning or repairing the damaged product. If parts are required, these will be sourced using the original specification of the product. If the product cannot be cleaned or repaired, we will provide an alternative settlement.

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## What is not insured?

- ✘ Damage caused deliberately by you or any person;
- ✘ Any damage resulting from wear and tear;
- ✘ The gradual accumulation of damage or staining, accidental or otherwise;
- ✘ Structural defects to the frame construction and suspension (springs or webbing);
- ✘ Changes in colour or damage to of any part of the product caused by sunlight, perspiration, natural hair and body oils or wear and tear;
- ✘ Accidental staining or accidental damage caused by the use of incorrect or inappropriate cleaning products or cleaning methods;
- ✘ Damage caused by any animal other than your pet(s);
- ✘ Structural defects first discovered before the expiry of the manufacturer's or retailer's guarantee period.

This is not a general cleaning or maintenance contract. As such, cover is not provided for staining or damage, accidental or otherwise, which has occurred or accumulated over a period of time.

For full details of all exclusions, please refer to the Terms and Conditions.

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## Are there any restrictions on cover?

- You are 18 or older at the date of purchase;
- You are resident in the UK, Channel Islands or Isle of Man;
- The price of the product(s) purchased has a value of no more than £20,000;
- The product must be used for your own domestic purposes;
- Your product must be new at the start of this policy and free from damage;
- You cannot transfer this insurance to another person;
- The value of a repair, or any alternative settlement, shall not exceed the amount you originally paid for the product.

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# Pop Quiz

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# Pop Quiz - Question 1

True or False ...

The Sofology talk track concept has been devised to empower Sales Consultants to treat every customer differently whilst still retaining brand, store and omni channel consistency?

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True!

# Pop Quiz - Question 2

Name 5 things you should already know about your customers order prior to sitting down and delivering the Care stage of the Sofology Experience.

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1 - Which Sofas they are buying,

2 - Which style of footstool they want,

3 - Care kits requirements,

4 - Which accessories they would like,,

5 - Which Scatterbox cushions match their room,

6 - Reasons why they need sofashield,

7 - If they require sofa rescue,

8 - If Glides are needed,

9 - How they are likely to pay for the order,

# Pop Quiz - Question 3

Name the 5 sections of
the new ‘Care Advice’

We will give you a clue ...
they all end with ‘ing’

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Scene setting

Delivering

Expecting

Cleaning

Protecting

# Pop Quiz - Question 4

Name the 3 stage flow or structure to follow when talking about Sofashield?

Great to Know

Nice to Know

NEED to Know

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# Pop Quiz - Question 5

Name 3 ‘Great to Knows’ about Sofashield

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Answers may include:

- **5 years of protection against ALL accidental damage, including but not limited to:**
  - Rips, tears & burns
  - Stains & instant dye transfers (not just limited to clothing)
  - Damage to the structure & reclining mechanism including any associated components, handles, buttons, cables & media accessories
- **Transit damage between future properties**
- **Guaranteed home visit from a specialist**
- **Full replacement of interiors with bad odours that are linked to any accident**
- **If a repair cannot be completed then a full replacement of your furniture (to the exact amount paid) will be offered. (No deductions from previous claims or age of furniture)**

# Pop Quiz - Question 6

Name 3 ‘Nice to Knows’ about Sofashield

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## Answers may include:

- ➔ Unlimited call outs for all accidents
- ➔ No limitations to  pet or child related
- ➔ If an upholsterer is unable to remove/repair any mark, stain or damaged area then a full replacement of all related  or components will be offered
- ➔ Excessive loss of resilience to the cushion interior
- ➔ The pieces you choose to protect are completely optional
- ➔ Annual reminder of product coverage will be sent out
- ➔ 28 days to claim from finding the problem

# Pop Quiz - Question 7

How many stages of the NEED to Know section are there?

WIth a bonus point for each, who can name them?

**4**

**C**leaning Service

**C**ancellation Period

**C**ost

**C**onsent

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# Pop Quiz - Question 8

Who can say the Cost verbatim script that must be delivered to each customer?

**"The cost of this 5 year product is 10% of the purchase price of the sofa or its capped at £250 just so I can give you a cost example which pieces would you wish to cover … so to cover your furniture it would be £X.**

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# Pop Quiz - Question 9

Who can say the Consent verbatim script that must be delivered to each customer?

**“Based on the limited information I’ve given you, would you like me to add this to your order?”**

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# Pop Quiz - Question 10

Can you list 5 inclusions of Sofashield?

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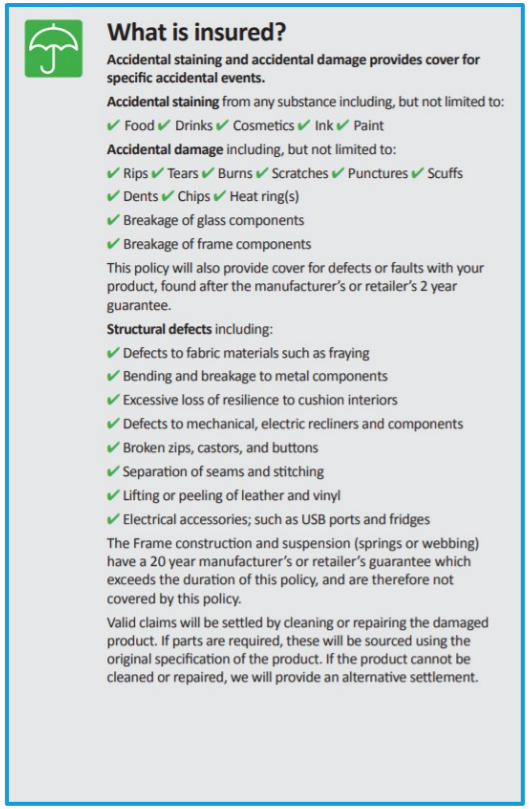

## What is insured?

**Accidental staining and accidental damage provides cover for specific accidental events.**

**Accidental staining** from any substance including, but not limited to:

✔ Food ✔ Drinks ✔ Cosmetics ✔ Ink ✔ Paint

**Accidental damage** including, but not limited to:

✔ Rips ✔ Tears ✔ Burns ✔ Scratches ✔ Punctures ✔ Scuffs
✔ Dents ✔ Chips ✔ Heat ring(s)
✔ Breakage of glass components
✔ Breakage of frame components

This policy will also provide cover for defects or faults with your product, found after the manufacturer's or retailer's 2 year guarantee.

**Structural defects** including:

✔ Defects to fabric materials such as fraying
✔ Bending and breakage to metal components
✔ Excessive loss of resilience to cushion interiors
✔ Defects to mechanical, electric recliners and components
✔ Broken zips, castors, and buttons
✔ Separation of seams and stitching
✔ Lifting or peeling of leather and vinyl
✔ Electrical accessories; such as USB ports and fridges

The Frame construction and suspension (springs or webbing) have a 20 year manufacturer's or retailer's guarantee which exceeds the duration of this policy, and are therefore not covered by this policy.

Valid claims will be settled by cleaning or repairing the damaged product. If parts are required, these will be sourced using the original specification of the product. If the product cannot be cleaned or repaired, we will provide an alternative settlement.

# Pop Quiz - Question 11

Can you list 3 exclusions of Sofashield?

## What is not insured?

- ✘ Damage caused deliberately by you or any person;
- ✘ Any damage resulting from wear and tear;
- ✘ The gradual accumulation of damage or staining, accidental or otherwise;
- ✘ Structural defects to the frame construction and suspension (springs or webbing);
- ✘ Changes in colour or damage to of any part of the product caused by sunlight, perspiration, natural hair and body oils or wear and tear;
- ✘ Accidental staining or accidental damage caused by the use of incorrect or inappropriate cleaning products or cleaning methods;
- ✘ Damage caused by any animal other than your pet(s);
- ✘ Structural defects first discovered before the expiry of the manufacturer's or retailer's guarantee period.

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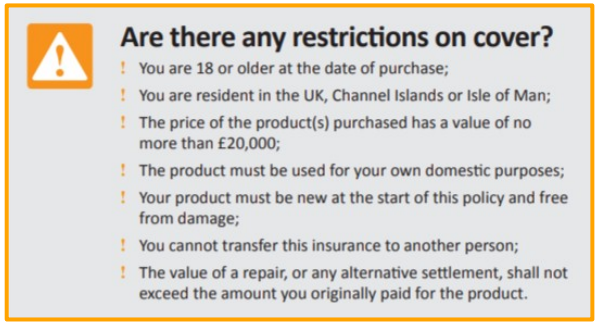
# Pop Quiz - Question 12

Can you list 3 restrictions of Sofashield?

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Gaynor Davey & Shaun Cook

Interview

# Where did it all begin?

Shaun Cook - Head of Retail (South)

Gaynor Davey - South West RM

# Let's set the scene

Clear messaging to support colleagues understanding

# Structure not scripts

Freedom to have a great conversation and be clear on the next steps of delivery stage

# How well do we know our customer?

Now we can visualise and paint a picture of the customer’s home

# Sit on it!

Lets manage our customers expectations

# Being clear with the maintenance

Helping the customer to understand the characteristics in your own words

# Be yourself, freedom within a framework

Confidence to tailor the conversation based on the customer you are with

# Next steps … ACTION!!

## MARCH 2021

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| 28 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 Manager briefing sessions | 9 | 10 Manager coaching sessions | 11 Manager coaching sessions | 12 Manager LMS Module - GO LIVE | 13 Launch week |
| 14 Launch week | 15 Launch week | 16 Launch week | 17 Launch week | 18 Manager LMS Module to be completed | 19 Colleague LMS Module - GO LIVE | 20 Practise |
| 21 Practise | 22 Practise | 23 Practise | 24 Practise | 25 Practise | 26 Colleague LMS Module to be completed | 27 Practise |
| 28 Direct, GIS & OMNI GO LIVE | 29 Retail refresher & training sessions to continue until colleagues return to stores | 30 | 31 | 1 | 2 | 3 |

## Key information

GIS, Direct overflow
& Omni teams colleagues
Go Live date - 28th March

Retail Store Colleagues
Go live date - 12th April
(subject to stores reopening)

Suggested style of learning

Colleagues on CAPS may practise from home and send videos to Store Managers for coaching & feedback

Care Advice & Sofashield Sign Off Sheet

Refresher & training sessions to then continue from home until colleagues return back to stores.

# In store observations
# &
# Regulation checks

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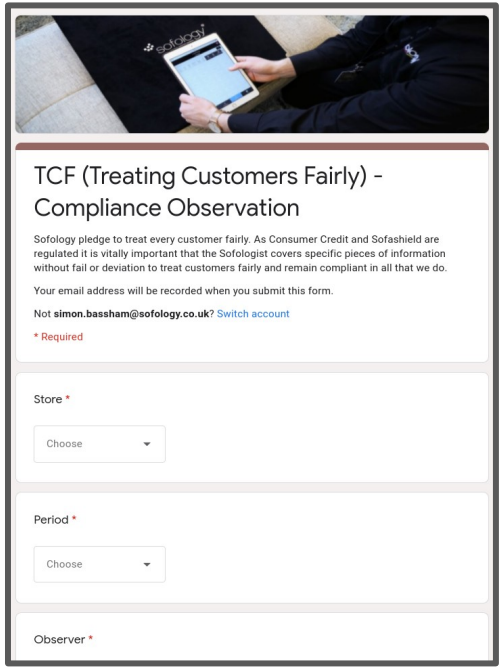
# Compliance Observation checker … (Link to follow)

Store Manager,
Deputy Manager,
Compliance or
Skills Coach

- Simple ask yourself
  - “did the Sofologist” …



# Coaching, Consequences & Performance Management

## In Store observations

- Completed by:
  - Store Manager,
  - Deputy Manager,
  - Compliance Coach
  - Skills Coach
- Frequency & Monitoring: To follow
- Format: To follow

## Compliance Fails
## **Effective 1/6/21**

- **1st instance**
  - Immediate & on the spot coaching
- **2nd instance**
  - Improvement note issued outlining expectations
  - Revisit of mandatory learning module
- **3rd instance**
  - Investigation & written warning
- **4th instance**
  - Investigation & final warning
- **5th instance**
  - Investigation & potential dismissal